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Meat Processor Sees Quick Results

A USAID-funded volunteer helps a meat processor increase his income



Farmer to Farmer volunteer Ronnie Stratton demonstrates how to package various meat products to Mr. Torayev and his staff.
Photo: Winrock Intl

Advice from a USAID-sponsored expert led to an immediate increase in sales and revenues at Amanmurat Torayev's meat factory.

Amanmurat Torayev's meat factory in Dashoguz Region, northern Turkmenistan is one of the many small businesses, whose operations were boosted by assistance from USAID. With help from the USAID-funded Farmer to Farmer program, Mr. Turaev not only improved the work of his meat factory, but was able to expand the line of his products and gain additional customers.

Mr. Torayev, a retired construction engineer, is a pioneer among the private farmers of his region. He has 50 hectares of land that he uses both for crop and livestock production. To capitalize on the meat his farm produces, Mr. Torayev decided to start a small-scale meat processing business. With a credit from a local bank, he built a plant facility and purchased meat processing equipment in 2003. Soon, his newly established *Taza-Gala* private sausage producing enterprise was producing three types of sausage.

As his product gained popularity at the local market, Mr. Torayev began planning further expansion of his new business. He approached the USAID-

funded Farmer to Farmer program, implemented by Winrock, seeking advice on how to diversify his production, improve meat processing, and increase his sales in the local markets.

Farmer to Farmer's volunteer Ronnie Stratton quickly noticed the low profitability of Mr. Torayev's sausage production. The volunteer identified improper cooking temperature, inadequate cooling, and several other shortcomings and helped Mr. Torayev to address them. The volunteer also showed how to produce 11 new varieties of meat products to diversify the business.

Within two weeks after receiving advice from the USAID program, Mr. Turaev was able to increase sales at his factory by 12% and net income by 164%. Better production techniques and greater variety did not stay unnoticed by the local sales outlets, and Mr. Torayev's meat products are now available at 27 points of sale across Dashoguz Region. The entrepreneur is confident that as time passes, his business will continue expanding and utilizing the lessons he learned from the USAID volunteer.